Basic information

John

App Role: Customer

"Archetype"

- 30 years old
- Manager in a bank
- Finchley, London
- Regular user of cab booking apps

Bio

John is your typical working adult that works a 9-5 shift every weekday. He is working in the banking sector and has to always reach work on time as he has to attend the daily scrum of his entire team at 9am sharp. Thus, on the unfortunate days that his kids have a troublesome morning or when he wakes up late, he will have to book a transport so that he is still able to reach work on time

Family's Breadwinner

Dedicated Professional at work

Prides himself on reaching work on time

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about John

Interests

- Loves sports, is always active whenever he has time
- Loves spending time with his children and family
- Loves the creative arts and tries to find time to do arts & crafts monthly

Influences

- Likes to be on time whether at work or anywhere else
- Likes technical stuffs, so has lots of ideas for applications
- Likes good stable applications that are bug-free

Goals

- Wants to do well at work for his family
- Be a professional sportsman one day
- Be a role model for his kids

Needs and expectations

- Wants a proper stable transport booking application
- Sick of current applications that favor drivers over rides
- Expects regular prototypes that he can make comments on

Motivations

- Wants an application that he can use and trust anytime he requires it
- Likes to make a different to applications as he likes tech

Pain points and frustrations

- Current transport booking applications are slow and buggy
- Current transport booking applications favor driver features over rider features
- Current transport booking applications do not open themselves to feedback from users